

**BERRYVILLE TOWN COUNCIL  
MEETING AGENDA  
Work Session  
Berryville-Clarke County Government Center  
101 Chalmers Court, Second Floor  
A/B Conference Room  
Friday, July 8, 2016  
1:30 p.m.**

<u>Item</u>	<u>Attachment</u>
1. <b>Call the Town Council to Order</b> -- Patricia Dickinson, Mayor	
2. <b>Introductions</b>	
3. <b>Discussion</b> – Code of Conduct	1
4. <b>Discussion</b> – Meeting Procedures	2
5. <b>Discussion</b> – Additional Agenda Items for July 12, 2016 Meeting	3
6. <b>Discussion</b> – Council’s Approach to Strategic Planning	4
7. <b>Discussion</b> – Committees	5
8. <b>Other</b>	
9. <b>Adjourn</b>	

↑ **Denotes** an item on where a motion for action is included in the packet

# Attachment 1

# DRAFT

# BERRYVILLE VIRGINIA

## Code of Conduct

### *§ 3.14. Rules of order and procedure.*

*The town council shall establish its own rules of order and procedure, and may punish its own members and other persons for violations thereof. (1971, c. 112)*

Town Council members agree to adhere to the following Code of Conduct during all Town Council meetings, while representing the Town Council on any Committee or sub-committee and while representing the Town Council in the Greater Berryville area.

1. A Town Councilor will always treat a fellow Town Councilor with the respect he or she would expect to receive in return.
2. A Town Councilor will always address a citizen, employee, fellow committee member and Town Councilor with respect.
3. A Town Councilor will not make accusatory remarks toward a citizen, employee, fellow committee member and Town Councilor.
4. A Town Councilor will not make disparaging remarks, in or out of Town Council or Committee meetings about citizens, employees, fellow committee members and other members of the Town Council.
5. A Town Councilor will remember at all times that as an individual he or she has no legal authority outside the meetings of the Town Council and that he or she shall conduct relationships with the Town Staff and the local citizenry, and all media communications, including any and all social media on the basis of this fact.
6. A Town Councilor will not give direction to the Town Staff but must make all requests through the Town Manager's office with the full knowledge of the Mayor.
7. A Town Councilor will listen to all citizens but will refer all complaints to the proper authorities, and will discuss such complaints only at a meeting after failure of an administrative solution.
8. A Town Councilor will support a decision graciously once it has been made by the majority of Town Council. This rule shall not be construed to limit any member of the Berryville Town Council First Amendment Rights' as guaranteed under the U.S. Constitution.
9. A Town Councilor will not criticize employees publicly, but will make such criticism to the Town Manager for investigation and action if necessary.
10. A Town Councilor will not criticize a fellow Town Councilor publicly, but will make such criticism to the Mayor for investigation and action if necessary.
11. A Town Councilor will make decisions only after all facts bearing on a question have been presented and discussed.

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12. A Town Councilor will not discuss the confidential business of the Town Council in the home, on the street, or in the office; the place for such discussion being the Town Council meeting.
13. A Town Councilor recognizes that all electronic transmittals sent or received in the performance of their duties as a Town Councilor is subject to the Freedom of Information Act.
14. A Town Councilor shall endeavor at all times to work for the benefit of the citizens of the town of Berryville.
15. To ensure the highest standards of respect and integrity during public meetings, Council Members should:
  - a. Use formal titles. The Council should refer to one another formally during Council meetings such as Mayor, Vice Mayor or Council Member or Mr., Mrs., or Ms., followed by the individual's last name.
  - b. Practice civility and decorum in discussions and debate. Difficult questions, tough challenges to a particular point of view, and criticism of ideas and information are legitimate elements of free democracy in action. During public discussions, Council Members should be respectful of others and diverse opinions, and allow for the debate of issues.
  - c. Honor the role of the presiding officer in maintaining order and equity. Respect the Mayor/Chair's efforts to focus discussion on current agenda items.
  - d. Council decisions should be reserved until all applicable information has been presented.
  - e. Council Members should refrain from engaging the speaker in dialogue during public hearings and during public testimony. For purposes of clarification, Council Members may ask the speaker questions. Council comment and discussion should commence upon the conclusion of all public testimony

Councilmembers who intentionally and repeatedly do not follow proper conduct may be reprimanded or formally censured by the Council, lose seniority or committee assignments (both within the Town of Berryville and with intergovernmental agencies) or other privileges afforded by the Council. Serious infractions of the Code of Ethics or Code of Conduct could lead to other sanctions as deemed appropriate by the Council.

Individual Councilmembers should point out to the offending Councilmember perceived infractions of the Code of Ethics and Conduct. If the offenses continue, then the matter should be referred to the Mayor in private. If the Mayor is the individual whose actions are being questioned, then the matter should be referred to the Town Recorder. It is the responsibility of the Mayor (or Town Recorder) to initiate action if a Councilmember's behavior may warrant sanction. If no action is taken by the Mayor (or Town Recorder), then the alleged violation(s) can be brought up with the full Council.

Signed this XX day of XXX, 2016

# Attachment 2

TOWN OF BERRYVILLE

# Town Council

## *Agenda and Meeting Procedures*

[www.berryvilleva.gov](http://www.berryvilleva.gov)

**THE TOWN OF BERRYVILLE WELCOMES YOU!**

Meetings of Town Council are formal proceedings and are therefore conducted in accordance with specific standards. The purpose of this document is to provide citizens and guests with information necessary to participate effectively in this public process.

Revised 7/2016

## CITIZEN PARTICIPATION

If a person wishes to address Town Council, he or she may do so in three instances:

### 1. Citizens' Forum

During every meeting, Town Council sets aside time to hear citizens' comment on any matter that they wish to bring to Council's attention.

### 2. Public Hearings

Formally advertised public hearings are held to provide the public with the opportunity to speak on the proposal or matter that has been advertised.

### 3. Other

The presiding officer may also solicit public comment, as he or she feels necessary.

Please note: Citizen speaking time is not intended to be a question and answer period or a debate. Citizen speaking time is afforded to provide citizens an opportunity to speak on topics affecting the Town. If citizens have questions of staff or Council, they should contact Town staff in advance of the meeting. Town staff will endeavor to provide the requested information to the public in a timely manner.

## PROCEDURES FOR ADDRESSING TOWN COUNCIL

Anyone wishing to speak during Citizens' Forum or a public hearing must:

1. Enter his or her name and address on the sign-up sheet posted beside the agenda at the entrance to the meeting room. (The list will be collected by the Town Clerk just prior to the beginning of the meeting.)
2. Be recognized by the presiding officer. (Speakers are recognized in the order they appear on the sign-up sheet.)
3. Once recognized by the presiding officer, the speaker must state his or her name and address for the record and make his or her statement.

### Please note:

1. Any and all comments must be directed to the presiding officer who may, at his or her discretion, solicit a response.
2. If speakers wish to supply a written statement, it must be filed, along with other supporting material, with the Town Clerk.

### Speaking time

Speakers must limit their remarks to three (3) minutes in length or less, whether speaking on behalf of a group or as an individual. No speaker may yield time to another speaker.

The presiding officer, at his or her discretion, may amend this provision to further limit or expand speaking time.

## **PUBLIC HEARING PROCEDURES**

1. The presiding officer will call the public hearing to order and direct staff to read the notice and give a brief report on the nature of the request.
2. The presiding officer will recognize the applicant. The applicant may speak for not more than ten (10) minutes.
3. The presiding officer will recognize those members of the public that have entered their names on the speaker list. These persons may speak for three (3) minutes and must comply with the speaking procedures outlined previously.
4. The presiding officer may recognize the applicant for another period of time not to exceed five minutes.
5. The presiding officer will entertain questions from Town Council to staff or the applicant.
6. The presiding officer will adjourn the public hearing.
7. The Town Council will discuss and review the request during their regular session. The presiding officer, at his or her discretion, may amend these procedures. The presiding officer may conclude the public hearing whenever he or she determines that further comment would be repetitive or inappropriate.

## **INFORMATION REGARDING TOWN COUNCIL MEETINGS**

If you have any questions, you may contact the Town Clerk at 540-955-1099 or by email at [townclerk@berryvilleva.gov](mailto:townclerk@berryvilleva.gov).

## **ACCOMMODATIONS**

The Town of Berryville does not discriminate with respect to admission to its programs and activities by persons with disabilities. Accommodations for persons with disabilities will be made upon prior request. To request such accommodation, please contact the Town Clerk at 540-955-1099 or by email at [townclerk@berryvilleva.gov](mailto:townclerk@berryvilleva.gov).

In addition, the facility is equipped with an audio amplification system to provide assistance to the hearing impaired. If not requested in advance, please ask Town personnel near the front of the meeting room for assistance with the equipment needed to access the amplified audio feed from the proceedings.

## **EMERGENCY PROCEDURES**

In the event an emergency occurs during a meeting, the presiding officer and town staff, including law enforcement, will provide all attendees with direction regarding building evacuation or sheltering in place.

Please take a moment to familiarize yourself with the exits in the meeting area.



## ATTENDEES

The following individuals are generally in attendance at each meeting:

### *Elected Officials*

Mayor  
Recorder  
Council Member, Ward 1  
Council Member, Ward 2  
Council Member, Ward 3  
Council Member, Ward 4

Patricia Dickinson  
Harry Lee Arnold, Jr.  
Donna Marie McDonald  
H. Allen Kitselman  
Erecka L. Gibson  
David Tollett

### *Town Staff*

Town Manager  
Assistant Town Manager/Treasurer  
Assistant Town Manager/Planner  
Town Clerk  
Chief of Police

Keith Dalton  
Desiree Moreland  
Christy Dunkle  
Ann Phillips  
Neal White

### **Terms of Office**

All members of Town Council are elected by Town residents for a term of four years.

### **Duties of Mayor and Recorder**

The Mayor is the presiding officer at all Town Council meetings. In the event that the Mayor is absent, the Recorder assumes the duties of the presiding officer.

### **Town Manager**

The Town Manager is appointed by the Town Council. The Town Manager may speak on any issue before the Town Council, but as an appointed official, may not vote.

## CONTACT LIST FOR TOWN STAFF

Physical Address: 100 Chalmers Court, Suite A Berryville, VA, 22611

Town Manager	<a href="mailto:townmanager@berryvilleva.gov">townmanager@berryvilleva.gov</a>	540-955-1099
Asst. Town Manager/Treasurer	<a href="mailto:treasurer@berryvilleva.gov">treasurer@berryvilleva.gov</a>	540-955-1099
Asst. Town Manager/Planner	<a href="mailto:planner@berryvilleva.gov">planner@berryvilleva.gov</a>	540-955-4081
Town Clerk	<a href="mailto:townclerk@berryvilleva.gov">townclerk@berryvilleva.gov</a>	540-955-1099
Chief of Police	<a href="mailto:chiefofpolice@berryvilleva.gov">chiefofpolice@berryvilleva.gov</a>	540-955-3863 (non-emergency)

# Attachment 3

**BERRYVILLE TOWN COUNCIL  
MEETING AGENDA  
Regular Meeting  
Berryville-Clarke County Government Center  
101 Chalmers Court, Second Floor  
Main Meeting Room  
Tuesday, July 12, 2016  
7:30 p.m.**

**Item**

**Attachment**

1. Call the Town Council to Order -- Patricia Dickinson, Mayor

2. Pledge of Allegiance

3. Public Hearing-

The Berryville Planning Commission sponsors an amendment to Article II, Section 201.1(b) R-1 Residential Uses Permitted by Right of the Berryville Zoning Ordinance in order to allow offices for Clarke County Public Schools and related non-profit organizations. TA 03-16

1↑

4. Approval of Minutes

June 14, 2016 Regular Meeting  
June 29, 2016 Continued Regular Meeting - Joint Meeting  
with Clarke County Board of Supervisors

2

3

5. Citizens' Forum

6. Report of Patricia Dickinson, Mayor

7. Report of Christy Dunlap, Asst. Town Manager for Community Development  
Planning Department Monthly Report

4↑

8. Report of Keith Dalton, Town Manager

9. Report of H. Allen Kitzelman, III - Berryville Area Development Authority Liaison

10. Report of Ereck Gibson -- Chair, Budget and Finance Committee  
Report of Desiree Moreland, Treasurer

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11. Report of Donna McDonald -- Chair, Community Improvements Committee

12. Report of Planning Commission Liaison

**Item**

**Attachment**

**13. Report of David Tollett – Chair, Police and Security Committee**  
Police Chief's Monthly Report

6

**14. Report of Patricia Dickinson – Chair, Streets and Utilities Committee**  
Public Utilities Director's Report

7

Public Works Director's Report

8

**15. Report of Erecka Gibson – Chair, Personnel Committee**

**16. Other**

**17. Closed Session – No closed session scheduled**

**18. Adjourn**

↑ Denotes an item on where a motion for action is included in the packet

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# Attachment 4

# Strategic Planning

Creating a vibrant town is a delicate balance of art and science. To be successful requires thoughtful deliberation, collaboration, and a willingness to listen and learn as much as an ability to share knowledge and build capacity. As town leaders, it is our responsibility to lead the discussion and debate. By providing good information, analysis, and input, we can broaden the conversations this town has about its priorities, introduce new ideas that generate creativity, and advance an agenda that is rooted in ensuring a high quality of life for all.

Our Strategic Plan will be an affirmation of who we are and why we are here. It is about creating commitment to a vision for Berryville that evokes pride, passion and a sense of belonging. It is also about adding clarity: clarity about what matters most, how we will work, and who we will work with to meet our goals and objectives. Most of all, it is about exploring opportunities, challenging assumptions and taking intelligent risks.

Each member of Town Council and the Town Manager will play leadership roles in the strategic planning process. Citizen and business owner involvement will ensure our plan resonates with the people of Berryville.

The Berryville 10 year strategic plan will include:

- Mission and Vision Statement
- Core Values
- Strategic Objectives
- Major Initiatives and Performance Metrics
- Tactical Goals and Benchmark Metrics (1- and 5 year plans)

We are very fortunate in that Berryville and Clarke County is home to Organization Development and Strategic Planning Professionals who have generously offered to lend their expertise to this effort.

To begin this process, we must first hold a work session to draft our approach to Strategic Planning. The session would be facilitated by a professional, independent third party, and attended by all members of Town Council, the Town Manager and other town employees (as the Town Manager deems appropriate).

# Attachment 5

# Town Administration Policy Committee

The Town Administration Policy Committee is a standing committee with no fewer than three members of Town Council works in partnership with town administration managers to develop town-wide policies. A policy is a guide for discretionary action. Although sources for the formation of policy appear on many levels in the town, only the town council can adopt policies. Through its policies the council establishes purposes and directions for the town and directs the kinds of action the administration and staff may take. Where appropriate and possible, policies offer administrators sufficient freedom to use their professional knowledge and judgment.

The Town Manager, Town Attorney and Town Treasurer are ex-officio members of the Policy Committee. The Policy Committee meets as needed to formulate, review and recommend to Town Council policy recommendations.

## Purpose:

The Town Administration Policy Committee is responsible for the creation of a Town Administration Policy Manual. The policies, and their associated procedures (as prepared by Town Staff), formalizes town council expectations and provides guidance to town administrators. Carefully considered and correctly implemented policies and procedures increases the likelihood of an organization achieving stated goals and objectives. Each policy statement must provide a rationale for the policy, including underlying philosophy of the policy and what the policy hopes to accomplish.

## Major Committee Functions Include:

The committee shall create a Berryville Policy Manual that is published on the town website. The primary functions include:

- Develop a process and governance framework through which town policies are formulated, vetted, approved, reviewed, maintained, communicated and enforced.
- At the direction of Town Council, the Town Administration Policy Committee will respond to the need for policy review and will write new policies that might arise from administrative recommendations, citizen's requests, and/or statutory requirements or specific Council member concerns.
- Assess existing policies for coverage, including consistency or conflict with other policies, evaluate current practice of compliance with the policies, and distinguish between policies and procedures.
- Review procedure statements which accompany policies to ascertain conformance with town policy.

All decisions shall be reached by consensus or vote of a simple majority of the total membership of the committee. The group consensus and/or voting of the Town Administration Policy Committee will be summarized and presented to the Council for action.



# FOIA Advisory Committee

The FOIA Advisory Committee is a standing committee authorized by the Town Council.

## Background

The Virginia Freedom of Information Act (VFOIA) has as its guiding principle openness and transparency so that Virginia citizens may know how their elected officials are conducting public business. Except for specific exemptions as defined in the State Code, citizens are allowed to examine and be provided copies of public records if requested.

## Purpose

The purpose of the FOIA Advisory Committee is to foster dialog between Town Administration and the requester community and to develop consensus recommendations for improving FOIA administration as well to make proactive disclosure recommendations.

It is important that the FOIA Advisory Committee operate independently, without influence from either members of Town Council or Town Administration.

## Major Committee Functions

The FOIA Advisory Committee is responsible to

- establish an informal mediation program with the intent of reducing the number of FOIA-request related legal actions,
- recommend to Town Council updates and changes of the Town FOIA Policy, and
- recommend updates to the town website.

The FOIA Advisory Committee Chair reports to Town Council.

## Committee Members

The Town's FOIA Advisory Committee is comprised of no fewer than 3 and no more than 5 appointed citizens, a non-voting liaison from Town Council, and a non-voting secretary (Town FOIA Officer). With the exception of the council liaison and secretary, each committee member is appointed to a two-year term. Once a year the Committee members elect a Chair and Vice Chair from the voting members to oversee meetings and report to Council.

The terms of the Council Member Liaison and of the town FOIA officer shall be coextensive with the term of office to which he/she has been elected or appointed. The remaining members of the committee first appointed shall serve respectively for terms of one (1) year and two (2) years, divided equally, or as nearly equal as possible, between the members. Subsequent appointments shall be for terms of two (2) years each.

Any vacancy in the membership of the FOIA Advisory Committee shall be filled by appointment by the council and such appointment shall be for the unexpired term.

# Economic Development Advisory Committee

The Economic Development Advisory Committee (EDAC) is a standing committee authorized by the Town Council to provide advice on matters relating to the promotion of a sound economy for the Town. The Committee makes recommendations on new policies and programs to strengthen the Town's commercial tax base by supporting the existing business community and encouraging new businesses to locate within the Town. The Committee supports its recommendations with research on the economic health of the Town and the business needs of the community.

## Purpose

The EDAC is responsible to create a strategic vision of economic development in Berryville, develop long range strategic plans as well as tactical plans to realize the vision. The EDAC deliverables will be used to inform the Berryville Strategic Plan as well as annual tactical plans.

## Goals

The strategic vision should address how to market Berryville as a business friendly community and recommend actions that will allow the town to compete and succeed in a regional economy. Advise Council and Town Administration on methods that will create an environment in which town government is viewed as a business ally and resource.

Some of the matters that the committee will address are town regulations, town procedures, economic development visions for target areas in the town, and the feasibility of various economic development tools such as Tourism Zones.

## Committee Members

The Economic Development Advisory Committee is comprised of no fewer than five (5) members and no more than nine (9) members appointed, a non-voting Town Council Member liaison, and a non-voting secretary (Town Planner). Members of this committee must be residents of Berryville or have business interests in the town of Berryville, Clarke County or the immediate surrounding area. With the exception of the council liaison and secretary, each committee member is appointed to a two-year term. Once a year the Committee members elect a Chair and Vice Chair to oversee meetings and report to Council. The Chair and Vice Chair must be voting members.

The terms of the Council Member Liaison and of the town Planner shall be coextensive with the term of office to which he/she has been elected or appointed. The remaining members of the committee first appointed shall serve respectively for terms of one (1) year and two (2) years, divided equally, or as nearly equal as possible, between the members. Subsequent appointments shall be for terms of two (2) years each.

Any vacancy in the membership of the Economic Development Advisory Committee shall be filled by appointment by the council and such appointment shall be for the unexpired term.

# Community Improvement Committee

The Community Improvement Committee is a subset of Town Council both staffed and tasked with various duties at the Mayor's discretion.

## Mission

The mission of the Community Improvement Committee is to improve our quality of living, enhance our sense of community, and preserve the integrity of our small-town rural heritage.

## Areas of Responsibility

The Community Improvement Committee primary areas of responsibility are:

- Engage the community to improve and maintain the physical character of Berryville,
- Maintain and increase property values,
- Seek the support and cooperation of civic and religious groups and individuals to initiate, promote and assist in the implementation of programs of general community beautification
- Provide leadership and guidance in matters of area or community design and appearance
- Formulate and recommend to town council the adoption of amendments of ordinance (including zoning and other local ordinances regulating the use of property) that will, in the opinion of the Committee, serve to enhance the appearance of Berryville and its surrounding area;
- Recognize residential and commercial restoration, renovation, and new construction efforts that serve as models to the community and to encourage similar restoration, renovation, and development
- Direct the attention of Berryville officials to needed enforcement of any ordinances that may in any way affect the appearance of Berryville.

## Membership

Community involvement and active participation in this committee is vital to the success of the stated mission. Therefore, membership on this committee may include as many Berryville residents and business owners as the Committee Chair deems appropriate. Committee members are not appointed by Town Council and are not compensated. Berryville residents and business owners may be assigned to a specific event, project or undertaking and their term of membership shall be coincident with their assignment.